

Advertising Appeals

1. BRAND LOYALTY - The advertiser wants you to continue buying the established brands, especially those from older, well-established businesses.
2. CONFORMITY - The "bandwagon" approach. "Everybody is buying this particular brand or item".
3. HERO WORSHIP - Endorsement of a product by a "big name" in entertainment or sports.
4. STATUS - An appeal to the buyer's class consciousness.
5. HUMOUR - Entertaining, but deceptive; says little about the product.
6. FEMININE ATTRACTIVENESS - A wishful-thinking ad, appealing to those girls or women who wish to be more beautiful, more sexy, more alluring, more appealing to men.
7. MASCULINE ATTRACTIVENESS - Same kind of appeal as No. 6; an appeal to the he-man image.
8. STYLE CHANGES - The buyer is asked to keep up with the times. This may include food items.
9. VANITY - This kind of ad appeals to the buyer's self-image; ego-gratification. The buyer's happiness is placed first in importance.
10. ECONOMY - Everyone likes to think he can economize while spending.
11. LUXURY - Symbols of wealth and excess.
12. CONVENIENCE - Work-saver and time-saver devices.
13. CREATIVITY - Buyer can add personal touch to product's use.
14. SECURITY - This covers many kinds of security - emotional, social or financial etc.
15. SEX - The ad appeals to the lure of sex. It is very similar to the appeals of Nos. 6 & 7.

There are also combinations of appeals, and more than one appeal may appear in an ad.